

California Fast Facts *2001*

Statewide

& Regional

Tourism Facts

and Figures



**California
Tourism**



Robert Holmes/CalTour

Crescent City, Battery Point Lighthouse

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**California
Tourism**

*California Tourism is a joint marketing
venture of the California Travel and
Tourism Commission and the California
Division of Tourism.*

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Regional Information

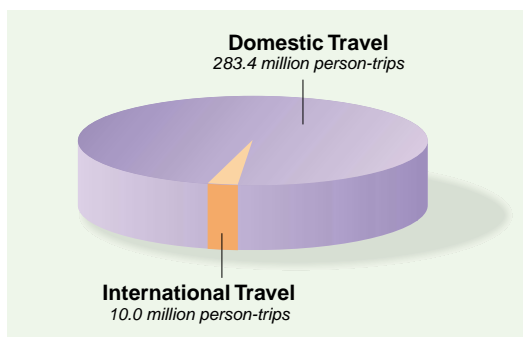
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Executive Summary

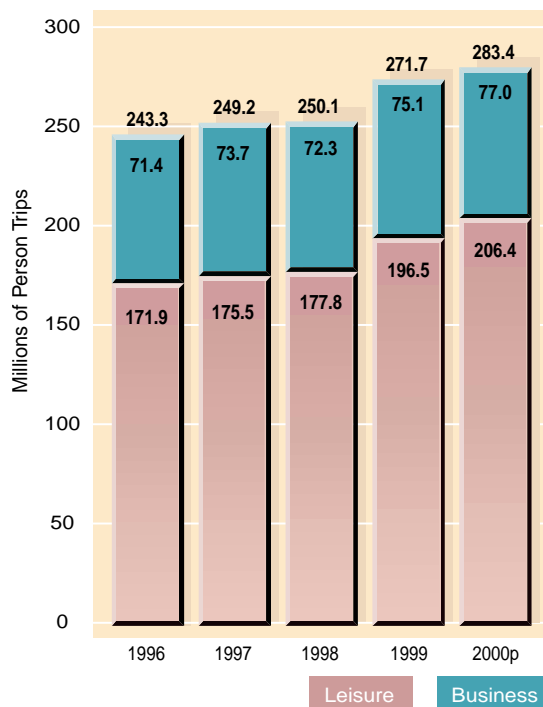
- California was the destination of an estimated 293 million domestic and international travelers (leisure and business) in 2000.
- Californians themselves are the mainstay of the state's travel and tourism industry, comprising 84 percent of in-state domestic travel, or 238 million person-trips. Out-of-state visitors account for 45 million person-trips. Visitors to California from outside the United States number 10 million per year.
- California's share of the domestic travel market in 2000 was 10.6% (preliminary), making it the most visited state in America.
- California receives 24.7% of all overseas tourism to the United States.
- California hosts almost 7 million overseas visitors each year. The top five overseas visitor market countries are Japan, the United Kingdom, Germany, France and Australia.
- Travel by car is the most popular mode of transportation among California travelers, followed by air travel, with bus and train use third.
- Los Angeles County receives the most domestic tourism in the state. 42.6 million person-trips took place in and through Los Angeles County in 1999.
- Travel and tourism expenditures in 2000 amounted to an estimated \$75.4 billion, provided employment for 1,109,000 Californians (including employees as well as sole proprietors), and generated \$4.9 billion in tax revenue. Travel and tourism expenditures comprised an estimated 6% of California's Gross State Product in 2000.
- Tourism is the third largest employer in California, following business services and health care. The industry employs more persons than construction, agriculture and the computer/electronics fields.
- Dining, shopping and entertainment are the most popular expenditure based activities among California travelers. Touring by auto or bus, followed by beach and waterfront activities, and visiting theme and amusement parks, are the most popular recreational pursuits.
- Tourism helps diversify and stabilize rural economies. Every California county derives economic benefit from travel and tourism. On the average, each county earns approximately \$1.3 billion per year in direct travel expenditures by visitors.

Total Travel To and Through CA (2000p)



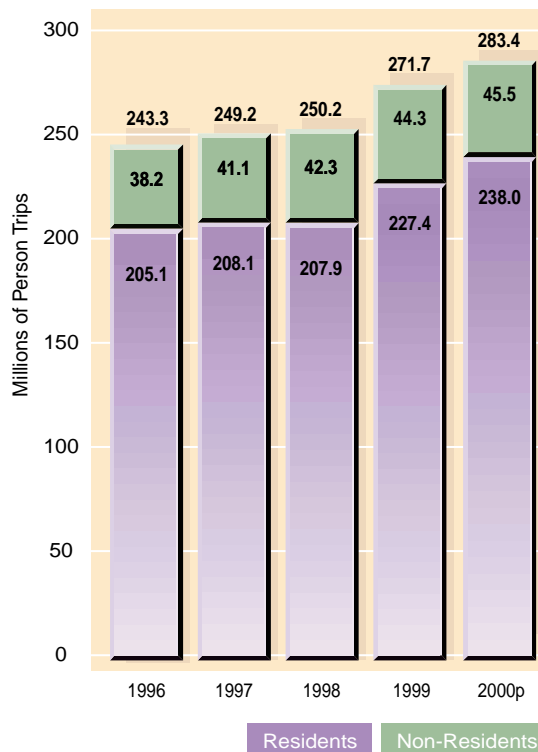
p=preliminary. Sources: DK Shifflet & Associates, CIC Research, Inc. and California Tourism

Business and Leisure Travel To and Through California



p=preliminary. Source: DK Shifflet & Associates

Resident & Non-Resident Travel To and Through California



p=preliminary. Source: DK Shifflet & Associates

Overseas Visitors to California

Overseas Country of Residence	1999	2000p	% chg. 99/00
Total Overseas	6,239,000	6,888,000	10.4%
Japan	1,081,000	1,131,000	4.6%
United Kingdom	816,000	914,000	12.0%
Germany	524,000	518,000	-1.2%
France	356,000	409,000	15.0%
Australia	283,000	323,000	14.2%

Source: CIC Research Inc.

Factors that influence overseas travel to the United States are:

- An increase in Foreign Individual Travel (FIT). Individuals who prefer to travel on their own, rather than as part of a tour group, are increasingly able to plan their trips with faxes, direct reservation systems, and use of the Internet.
- America's, and particularly California's, image as the center of pop culture and the business world.

States of Origin

Not surprisingly, many of California's visitors come from bordering states and Mexico. Travel across California's borders was strong in 2000. Border crossing figures for Mexico are based on *all vehicular traffic* across the border, and do not exclude drive through traffic or trips of less than a day's duration.

Border Crossings (1999 vs. 2000)

	# of 1999 crossings	# of 2000 crossings	% change 99/00
Mexico to CA	29,202,913	30,085,045	3.0%

Source: Immigration and Naturalization Service.

Visitors from other states that took vacations or other types of trips in California are as follows:

Top Originating States (Millions of person-trips)

	1998 Volume	1999 Volume
Nevada	4.7	5.6
Arizona	4.7	5.2
Washington	3.2	3.3
Oregon	2.6	3.1
Texas	3.7	2.5
New York	1.7	2.2

Source: D.K. Shifflet & Associates

The Economic Impact of Travel

The travel industry is a major component of California's economy and a primary industry in many local communities. Spending by travelers originating in domestic and international markets generates sales for many different types of businesses in the state, employment for hundreds of thousands of residents, and substantial tax revenues for the state and for local jurisdictions. The travel and tourism industry provides 5.8% of the state's \$1.3 trillion economy.

During 2000, preliminary estimates show that travelers to California contributed an estimated \$75.4 billion to the state economy. This spending directly supported 1,109,000 jobs with a total payroll of \$24.8 billion, and generated \$4.9 billion in state and local tax receipts. Since 1990, total travel spending has grown an average of 5.8%.

California Travel Impacts, 1990-2000p

Year	Destination Spending (\$Billion)	Total Travel Spending (\$Billion)	Employment (000 jobs)	Earnings (\$Billion)	Tax Receipts (\$Billion)
1990	36.9	43.1	875	14.7	2.5
1991	38.1	44.7	855	15.2	2.6
1992	40.2	47.2	882	15.9	2.9
1993	40.9	48.5	887	16.2	3.0
1994	42.2	50.1	913	16.7	3.1
1995	44.2	52.6	937	17.4	3.2
1996	48.5	57.5	995	18.9	3.6
1997	53.6	62.6	1,052	20.7	3.9
1998	56.4	64.8	1,048	21.6	4.1
1999	61.0	69.7	1,080	23.2	4.5
2000p	66.5	75.4	1,109	24.8	4.9

*Annual Change

1990-2000p	6.1%	5.8%	2.4%	5.4%	7.0%
1999-2000p	8.9%	8.2%	2.7%	7.3%	9.1%

Source: Dean Runyan Associates. Estimates for 2000 are preliminary. *Annual Change for 1990-2000p is the average annual percentage change.

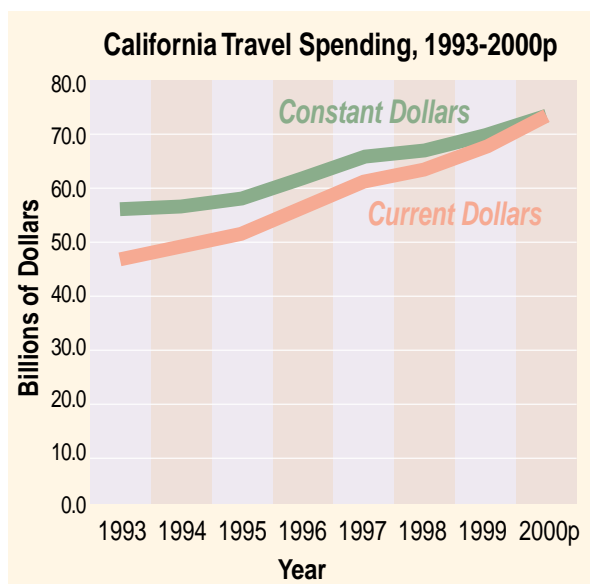


California Travel Impacts, 1989-2000p

	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000p
Travel Spending by Type of Traveler Accommodation (\$Billion)												
Destination Spending	34.0	36.9	38.1	40.2	40.9	42.2	44.2	48.5	53.6	56.4	61.0	66.5
Hotel, Motel, B&B	17.0	18.4	18.9	19.5	19.7	20.3	21.5	24.0	27.0	29.1	31.8	35.1
Private Campground	1.3	1.4	1.5	1.6	1.7	1.8	1.8	2.0	2.4	2.2	2.3	2.4
Public Campground	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5
Private Home	4.2	4.6	4.9	5.3	5.5	5.6	5.8	6.0	6.2	6.4	6.7	7.0
Vacation Home	1.8	1.9	2.0	2.0	2.1	2.1	2.3	2.5	2.8	3.1	3.4	3.7
Day Travel	9.4	10.3	10.5	11.4	11.6	12.0	12.4	13.5	14.8	15.3	16.5	17.8
Air Transportation	5.5	6.0	6.4	6.7	7.2	7.5	8.0	8.6	8.5	7.9	8.2	8.4
Travel Arrangement	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5
Total Spending	39.6	43.1	44.7	47.2	48.5	50.1	52.6	57.5	62.6	64.8	69.7	75.4
Travel Spending by Type of Business (\$Billion)												
Destination Spending	34.0	36.9	38.1	40.2	40.9	42.2	44.2	48.5	53.6	56.4	61.0	66.5
Accommodations	6.1	6.6	6.8	7.0	7.2	7.4	7.9	8.9	10.0	10.7	11.7	12.8
Eating, Drinking	8.8	9.6	9.9	10.2	10.3	10.6	11.0	12.0	13.4	14.2	15.3	16.3
Food Stores	1.2	1.3	1.4	1.4	1.4	1.5	1.6	1.7	1.9	2.0	2.1	2.2
Ground Transport	4.6	5.0	5.1	5.4	5.4	5.5	5.7	6.3	6.8	6.5	7.4	8.7
Recreation	6.1	6.6	6.8	7.4	7.6	7.9	8.3	9.1	10.0	10.7	11.4	12.3
Retail Sales	7.1	7.7	7.9	8.7	8.9	9.2	9.7	10.6	11.6	12.3	13.2	14.2
Air Transportation	5.5	6.0	6.4	6.7	7.2	7.5	8.0	8.6	8.5	7.9	8.2	8.4
Travel Arrangement	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5
Total Spending	39.6	43.1	44.7	47.2	48.5	50.1	52.6	57.5	62.6	64.8	69.7	75.4
Total Earnings Generated by Travel Spending (\$Billion)												
Total Earnings	13.6	14.7	15.2	15.9	16.2	16.7	17.4	18.9	20.7	21.6	23.2	24.8
Employment Generated by Travel Spending (000 Jobs)												
Accommodations	124	127	125	127	126	138	149	167	181	182	193	202
Eating, Drinking	325	343	329	327	333	342	347	366	386	379	388	391
Food Stores	11	11	11	10	10	11	11	12	13	12	13	13
Ground Transport	21	23	22	21	21	21	22	24	25	23	25	28
Recreation	181	181	181	206	210	215	220	233	247	251	259	272
Retail Sales	104	110	108	112	109	108	110	115	122	122	123	125
Air Transportation	47	52	52	51	51	51	50	51	51	50	51	52
Travel Arrangement	29	29	27	27	26	28	28	27	28	28	28	28
Total Employment	841	875	855	882	887	913	937	995	1,052	1,048	1,080	1,109
Tax Revenues Generated by Travel Spending (\$Billion)												
Local Taxes	0.8	0.9	0.9	0.9	1.0	1.0	1.1	1.2	1.4	1.4	1.6	1.7
State Taxes	1.5	1.6	1.8	2.0	2.0	2.0	2.2	2.4	2.6	2.7	2.9	3.1
Total Taxes	2.3	2.5	2.6	2.9	3.0	3.1	3.2	3.6	3.9	4.1	4.5	4.9

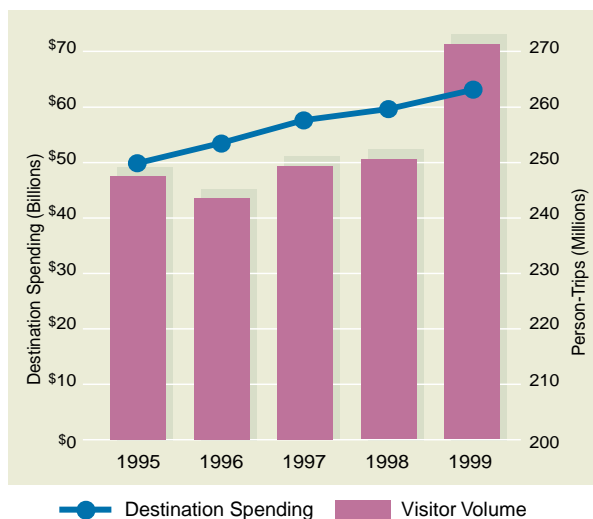
Source: Dean Runyan Associates. Note: Total earnings include wage & salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors. Estimates for 2000 are preliminary (p). Local tax receipts include transient occupancy taxes and local sales taxes. State tax receipts include state sales taxes, motor fuel tax, and personal and corporate income taxes. Property taxes are not included. These estimates supersede all previous estimates released by the California Technology, Trade and Commerce Agency. Totals may not add due to rounding.

California Travel Spending in Current and Constant Dollars



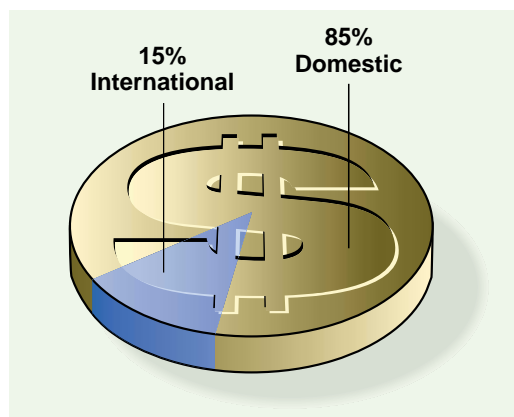
Source: Dean Runyan Associates. Note: Constant Dollars adjusted for inflation with West Urban CPI.

Visitor Volume & Destination Spending (1995-1999)



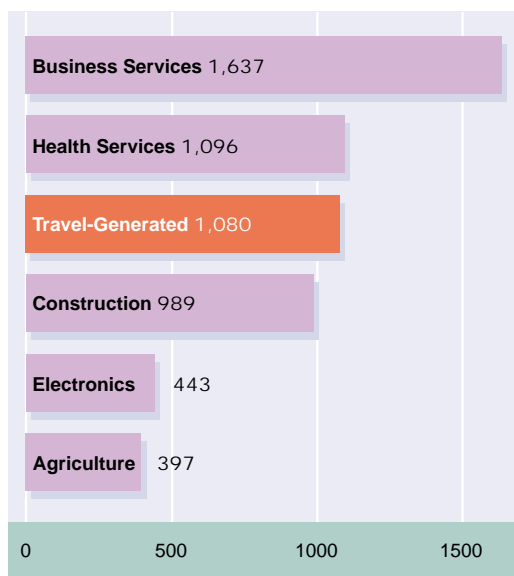
Sources: Visitor Volume (DK Shifflet); Travel Spending (Dean Runyan Assoc.) Note: Destination Spending is in constant (2000) dollars and does not include air transportation & travel arrangement.

Domestic vs. International Spending (1999) (Percent of destination spending)



Estimates by Dean Runyan Associates based in part on data provided by CIC Research Inc., Statistics Canada, and Tourism Industries, International Trade Administration, U.S. Department of Commerce. Expenditures on air transportation and travel arrangement not included.

Industry Employment in California (1999) (000 jobs)



Source: Dean Runyan Associates and Bureau of Economic Analysis. Note: Employment includes payroll employees and proprietors. Travel-Generated employment estimated by Dean Runyan Associates. All other industries estimated by Bureau of Economic Analysis, U.S. Department of Commerce. Electronics is the sum of electronic and other electric equipment, and instruments and related products.

Employment Generated by Travel Spending, (1988-2000p) (Thousands of Jobs)

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000p
Eating, Drinking	309	325	343	329	327	333	342	347	366	386	379	388	391
Recreation	170	181	181	181	206	210	215	220	233	247	251	259	272
Accommodations	118	124	127	125	127	126	138	149	167	181	182	193	202
Retail Sales (incl. Food Stores)	108	114	121	119	122	119	118	121	127	134	134	136	138
Transportation (Air & Ground)	64	68	75	74	73	72	73	72	75	76	73	76	80
Travel Arrangement	27	29	29	27	27	26	28	28	27	28	28	28	28
Total Employment	797	841	875	855	882	887	913	937	995	1,052	1,048	1,080	1,109

Source: Dean Runyan Associates. Note: Employment includes payroll employees and proprietors.

Total Travel Spending by County, 1993-1999 (\$ Millions)

	1993	1994	1995	1996	1997	1998	1999	*Annual Change
Alameda	1,362	1,424	1,595	1,817	1,954	2,019	2,244	8.2%
Alpine	21	22	22	25	28	28	31	6.1%
Amador	62	64	69	77	84	83	89	5.7%
Butte	131	141	149	158	162	170	179	5.4%
Calaveras	118	125	131	142	152	162	178	6.4%
Colusa	28	28	29	31	32	32	36	3.8%
Contra Costa	546	562	588	635	708	750	816	6.1%
Del Norte	77	80	78	82	88	84	90	2.2%
El Dorado	534	549	561	579	618	647	688	4.1%
Fresno	574	588	603	637	664	678	719	3.6%
Glenn	30	31	32	35	36	37	39	4.3%
Humboldt	220	225	232	239	247	249	268	3.1%
Imperial	195	202	207	224	261	250	261	5.4%
Inyo	114	115	122	130	143	142	148	4.3%
Kern	653	672	660	704	779	783	810	3.4%
Kings	77	80	82	87	91	95	103	4.6%
Lake	141	145	152	164	178	185	202	5.7%
Lassen	45	46	48	52	55	58	60	4.5%
Los Angeles	11,207	11,578	12,170	13,194	14,016	14,214	15,261	4.7%
Madera	136	143	150	163	173	174	187	5.5%
Marin	311	323	342	371	415	436	484	8.4%
Mariposa	197	218	217	202	218	236	244	3.6%
Mendocino	229	240	255	259	273	281	302	3.9%
Merced	130	133	132	134	140	144	154	2.8%
Modoc	17	18	18	20	20	21	22	3.5%
Mono	217	227	234	243	274	291	325	5.6%
Monterey	1,184	1,205	1,286	1,433	1,548	1,619	1,804	6.6%
Napa	367	405	448	487	537	572	590	7.5%
Nevada	178	183	188	205	223	227	249	4.8%
Orange	3,911	4,102	4,312	4,668	5,040	5,184	5,377	4.8%
Placer	492	525	555	592	651	708	764	7.3%
Plumas	86	88	92	99	104	113	118	4.9%
Riverside	2,694	2,793	2,922	3,203	3,606	3,672	4,009	6.0%
Sacramento	1,249	1,282	1,334	1,416	1,518	1,594	1,707	4.8%
San Benito	49	49	50	56	61	63	69	5.4%
San Bernardino	1,812	1,857	1,910	2,067	2,289	2,339	2,524	5.4%
San Diego	5,126	5,092	5,270	6,130	7,048	7,593	8,085	7.0%
San Francisco	5,641	5,895	6,280	6,796	7,225	7,387	8,111	6.2%
San Joaquin	315	323	329	339	358	371	404	3.6%
San Luis Obispo	680	655	660	725	776	818	882	4.4%
San Mateo	1,681	1,775	1,920	2,108	2,300	2,381	2,495	6.4%
Santa Barbara	776	809	846	899	971	1,026	1,098	5.5%
Santa Clara	1,651	1,759	1,950	2,261	2,607	2,823	3,067	10.1%
Santa Cruz	327	329	347	376	413	435	492	6.3%
Shasta	207	213	218	230	238	251	265	3.6%
Sierra	15	17	17	19	21	22	24	7.7%
Siskiyou	98	101	105	112	118	128	132	4.4%
Solano	279	283	287	304	332	342	376	4.7%
Sonoma	596	613	645	698	765	809	866	5.8%
Stanislaus	242	251	258	269	278	282	306	4.3%
Sutter	43	44	44	47	49	49	52	2.9%
Tehama	68	70	72	77	80	86	89	4.4%
Trinity	47	48	50	54	58	63	66	5.5%
Tulare	248	256	264	277	295	309	326	4.5%
Tuolumne	140	143	145	156	174	185	200	5.8%
Ventura	704	718	734	785	844	879	974	4.7%
Yolo	143	144	148	156	165	170	184	3.8%
Yuba	50	50	54	59	60	60	64	3.5%
State Total	48,472	50,056	52,620	57,508	62,559	64,810	69,711	5.7%

*Annual Change is the average annual percentage change.

California's Top Attractions

Top Ten California Amusement/Theme Parks (Based on 2000 attendance)

Disneyland, Anaheim	13,900,000
Universal Studios Hollywood	5,200,000
Sea World, San Diego	3,600,000
Knott's Berry Farm, Buena Park	3,456,000
Six Flags Magic Mountain, Valencia	3,300,000
Santa Cruz Beach Boardwalk	3,000,000
Six Flags Marine World, Vallejo	2,100,000
Monterey Bay Aquarium, Monterey	1,830,076
Paramount's Great America, Santa Clara	1,800,000
Legoland, Carlsbad	1,450,000

Sources: Amusement Business (Year-End Issue, 2000), Monterey Bay Aquarium, 2001

Top Ten National Park Facilities (Based on 2000 visitation)

Golden Gate National Recreation Area	14,486,000
San Francisco Maritime Museum	3,433,100
Yosemite National Park	3,401,000
Point Reyes National Seashore	2,325,500
Joshua Tree National Park	1,234,000
Death Valley National Park	1,179,100
Cabrillo National Monument	1,136,400
Sequoia National Park	819,900
Whiskeytown-Shasta-Trinity National Recreation Area	702,800
Channel Islands National Park	482,600

Source: National Park Service, 2001

Top Ten State Parks (Based on 1999/2000 fiscal year visitation)

Santa Monica State Beach	9,723,399
Old Town San Diego State Historic Park	9,068,971
Seacliff State Beach	3,479,347
Dockweiler State Beach	3,252,916
Bolsa Chica State Beach	2,588,587
Sonoma Coast State Beach	2,214,402
Huntington State Beach	2,155,879
Will Rogers State Beach	2,059,413
Mount Tamalpais State Park	2,040,515
Folsom Lake State Recreation Area	1,662,456

Source: California State Parks, 2000

Modes of Transportation

Travelers to and through California continue to utilize their own or rented vehicles for the majority of travel. Non-residents on leisure trips are split between use of air or vehicular travel.

Main Mode of Transportation (1999)

(% of Person-trips)

	All California Travel			California Leisure Travel	
	Total	Business	Leisure	Residents	Non-Residents
Vehicular					
Auto	67.2	58.8	70.4	75.2	40.9
Van/Small Truck	12.9	12.4	13.1	13.7	9.6
Camper/RV	1.6	0.7	2.0	2.0	2.0
Air Travel	11.0	19.4	7.8	2.0	42.9
Bus/Train	2.8	2.6	2.8	3.0	2.1

Source: D.K. Shifflet & Associates

Domestic Air Arrivals (1999 vs. 2000)

Airport	# of 1999 arrivals	# of 2000 arrivals	% change 99/00
Los Angeles	23,716,000	25,868,000	9.1%
San Francisco	16,284,000	16,212,000	-0.4%
San Diego	7,532,000	7,766,000	3.1%
Oakland	4,885,000	5,270,000	7.9%
San Jose	5,561,100	6,112,700	9.9%

Sources: City of Los Angeles Dept. of Airports; SFO Bureau of Communications; San Diego Unified Port District Airport Operations Dept.; Oakland Airport Finance Office; San Jose International Airport Finance and Administration Office.

International Air Arrivals (1999 vs. 2000)

Airport	# of 1999 arrivals	# of 2000 arrivals	% change 99/00
Los Angeles	7,377,000	8,123,000	10.1%
San Francisco	3,592,000	4,036,000	12.4%
San Jose	147,100	153,300	4.2%
Oakland	77,442	62,849	-18.8%
San Diego	142,021	137,524	-3.2%

Sources: City of Los Angeles Dept. of Airports; SFO Bureau of Communications; San Diego Unified Port District Airport Operations Dept.; Oakland Airport Finance Office; San Jose International Airport Finance and Administration Office.

Travel Generated Tax Receipts, 2000p

	(\$ Millions)
Total Local	1,736
Transient Occupancy Tax	1,109
Local Sales628
Total State	3,121
State Sales	2,017
State Gas Tax567
Income Taxes538
Total	4,857

Source: Dean Runyan Associates. Estimates are preliminary

Top Recreational Activities of Domestic Travelers in California, 1999

(millions of person-trips)

	CA Residents	Non-Residents
Touring by auto, bus, etc.	41.6	15.3
Beach/Waterfront	25.2	7.3
Theme/Amusement Park	23.0	6.4
Cultural: Museum, Play, Concert, etc.	18.4	4.4
Hike, Bike, etc.	15.2	1.8
Parks: National, State, etc.	16.6	4.4

Source: D.K. Shifflet & Associates, 2000

Trends in Tourism

- Travelers are looking for novel and unique travel experiences. They want to go places they haven't been before, do things they haven't done, and participate in an adventure. Adventure travel is a niche market that continues to grow.
- The first of the Baby Boomers (those born between 1946 and 1964) will reach age 55 in 2001, qualifying for retirement and senior discounts. However, these new seniors will not be following the paths of their parents. Many will retire in phases, transitioning through part time or self-employment first. They are better educated, wealthier, have fewer children, and are healthier and more active. Their active lifestyles keep them in the market for a wide variety of travel experiences for many years to come. Having purchased their homes and luxury cars and put their children through school, their thoughts will be turning toward travel and other recreational pursuits.
- Families consider travel an opportunity for bonding and to enjoy outdoor activities. More families are spending time with their friends and relatives on leisure trips, emphasizing the quality time this affords. The length of stay on these trips is increasing. Outdoor activities such as visiting parks, hiking and biking, watching sports events, camping, hunting and fishing, and water recreation are all popular with families.
- Heritage tourism, in the form of visiting historic sites, museums and plays, national and state parks, and festivals and craft fairs, is popular with both California residents and non-residents. California boasts the highest market share of heritage travelers in the United States.
- Agri-tourism - visiting working agricultural facilities, tasting tours, farmer's markets, and agricultural festivals – continues to grow as both a travel activity and a re-connection with the environment.
- Consumers are finding life increasingly complex, and are looking to simplify travel. The common thread in simplified travel is: fewer complicated decisions. Travelers are looking for a package deal, one that takes care of the major decisions for them.
- Travelers' Internet use continues to grow. The Travel Industry Association of America states that more than 59 million travelers used the Internet to plan either some or part of their trips in 2000. Of that group, 25 million actually purchased travel products or services on-line. The younger generations are increasingly relying on the Internet as a planning tool. The technology represented by the Internet, computerized guides and other travel software is as familiar to them as magazines and travel books are to their elders.
- Burdened by time poverty, busy travelers are opting for 'breakations,' a short vacation of 3-4 days usually taken over a weekend. These breakations are taken more impulsively, closer to home, and more frequently than longer trips.

Castle Crags State Park, Shasta County



Regional Information



California's twelve tourism regions each have their own unique tourism resources and style. This section of *Fast Facts 2001* includes population information; attendance figures for attractions, state and national parks; lodging statistics; and travel volume by region. The economic impact of tourism has been calculated for each region in terms of the total expenditures by travelers and the number of jobs supported by tourism. The number of jobs noted includes sole proprietors as well as employees. Average expenditures per person per day are given for a representative county when available. All figures listed supercede those given in previous reports.

North Coast

The North Coast changes moods with the weather. From sunny vineyards to misty forests to the foggy coast, it is a place out of the past yet bursting with the future. The North Coast Region retains a mix of pastoral and wilderness character that once epitomized much of the state. The Region includes the counties of Sonoma, Mendocino, Lake, Humboldt, and Del Norte.

Two of California's Welcome Centers are located in the North Coast Region, the California Welcome Center, Rohnert Park and the California Welcome Center, Arcata.



Regional Statistics

Regional Travel Volume (person-trips) . . . 8.40 million
% of CA Total Travel Volume 3.3%

Regional Travel Expenditures (\$M) \$1,728.0
% of CA Total Travel Expenditures 2.5%

Travel Industry Jobs in Region 35,380
% of CA Travel Industry Jobs 3.3%

All figures based on 1999 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shiftlet & Associates. Regional figures based on the percentage of each county located within the tourism region, i.e., if 70% of a county is within the region, 70% of the travel volume of that county is credited to the region. These figures supersede those previously published.

Average expenditures per person per day (1999) *(less transportation)*

	Total	Business	Leisure
Sonoma County	\$77.50	\$76.00	\$77.90

Source: DK Shiftlet and Associates, 2000.

Domestic Visitor Profile, Avg. 1997-1999

	CA Leisure Travel to Humboldt County	CA Leisure Travel to Mendocino County
Avg. Length of stay (all trips)	1.9 nights	1.6 nights
Avg. Length of overnight stay	2.9 nights	2.4 nights
Avg. Party Size	2.7 persons	2.7 persons
% Traveling with children	35%	29%
% age 55+	22%	32%
Mean Household Income	\$47,900	\$47,300
Used rental car	6%	2%

Source: DK Shiftlet and Associates, 2000.

Lodging Statistics

Location	Avg. Occupancy Rate, 2000	Percent change 1999:2000	Avg. Daily Room Rate 2000	Percent change 1999:2000	# Hotels Surveyed	# Rooms in Surveyed Hotels
California North	65.6%	4.5%	\$75.54	7.0%	395	23,800
California North Area	58.0%	1.2%	\$56.95	3.3%	270	14,300
California North Central	62.8%	9.8%	\$67.69	8.9%	194	13,983
Santa Rosa-Petaluma	75.0%	7.9%	\$97.34	11.7%	49	4,022

Source: Smith Travel Research, 2001



Robert Holmes/CalTour

Crescent City Harbor

Regional Population

Population (2000) 749,000

Population of Cities (2000)

Eureka 27,550

Crescent City 8,200

Santa Rosa 142,000

National Parks

- **Redwood National Park**
Attendance 383,400

State Parks

- **Jedediah Smith State Park**
Attendance 172,775*
- **Del Norte Coast Redwoods State Park**
Attendance 54,989*
- **Prairie Creek Redwoods State Park**
Attendance 148,178*
- **Grizzly Creek Redwoods State Park**
Attendance 20,559*
- **Humboldt Redwoods State Park**
Attendance 563,835*
- **Sonoma Coast State Beach**
Attendance 2,214,402*

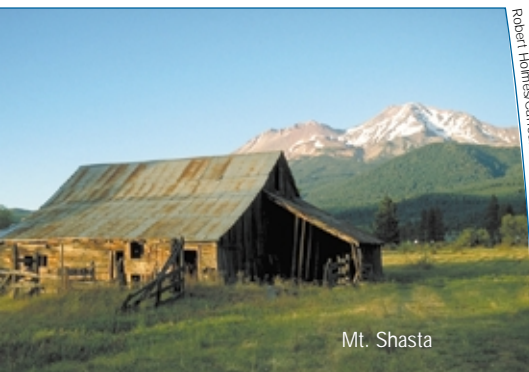
*1999/2000 fiscal year.

Shasta Cascade



The Shasta Cascade is an outdoor recreation wonderland. Volcanic landscapes and dense forests provide a scenic venue for camping, hiking, biking, hunting, fishing, swimming, boating, water-skiing, snow shoeing, downhill and cross country skiing, birding and wildlife viewing. The Region includes Siskiyou, Modoc, Trinity, Shasta, Lassen, Tehama, Plumas and Butte counties.

California Welcome Center, Anderson is located adjacent to Interstate 5.



Mt. Shasta

Regional Statistics

Regional Travel Volume (person-trips) 7.6 million
% of CA Total Travel Volume 3.0%

Regional Travel Expenditures (\$M) \$931.0
% of CA Total Travel Expenditures 1.3%

Travel Industry Jobs in Region 19,310
% of CA Travel Industry Jobs 1.8%

All figures based on 1999 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates. Regional figures based on the percentage of each county located within the tourism region, i.e., if 70% of a county is within the region, 70% of the travel volume of that county is credited to the region. These figures supercede those previously published.

Regional Population

Population (2000) 548,550

Population of Cities (2000)

Redding 79,600

Yreka 6,900

Oroville 12,650

National Parks

- **Whiskeytown-Shasta-Trinity National Recreation Area**
2000 attendance 702,800
- **Lassen Volcanic National Park**
2000 attendance 374,800

State Parks

- **Castle Crags State Park**
Attendance 82,805*
- **Plumas-Eureka State Park**
Attendance 78,753*
- **McArthur-Burney Falls State Park**
Attendance 169,014*
- **Lake Oroville State Recreation Area**
Attendance 506,035*

*1999/2000 fiscal year.

Domestic Visitor Profile, Avg. 1997-1999

	CA Leisure Travel to Shasta County
Avg.Length of stay (all trips)	1.7 nights
Avg.Length of overnight stay	3.5 nights
Avg.Party size	2.8 persons
% Traveling with children	43%
% age 55+	14%
Mean Household Income	\$50,400
Used rental car	2%

Source: DK Shifflet and Associates, 2000.

Lodging Statistics

Location	Avg. Occupancy Rate, 2000	Percent change 1999:2000	Avg. Daily Room Rate 2000	Percent change 1999:2000	# Hotels Surveyed	# Rooms in Surveyed Hotels
California North	65.6%	4.5%	\$75.54	7.0%	395	23,800
California North Area	58.0%	1.2%	\$56.95	3.3%	270	14,300
California North Central	62.8%	9.8%	\$67.69	8.9%	194	13,983

Source: Smith Travel Research, 2001

San Francisco Bay Area

The San Francisco Bay Area is a feast for the senses. The dramatic landscape, the fog and sun climate and the multicultural medley of the diverse neighborhoods all contribute to make a uniquely California blend. The Region encompasses the counties of San Francisco, San Mateo, Santa Cruz, Alameda, Marin, and Napa; northern Santa Clara county and western Contra Costa and Solano counties.

A California Welcome Center is located at Pier 39 in San Francisco.



Regional Statistics

Regional Travel Volume (person-trips) . . . 29.52 million
% of CA Total Travel Volume 11.6%

Regional Travel Expenditures (\$M) \$17,923.6
% of CA Total Travel Expenditures 25.7%

Travel Industry Jobs in Region 219,322
% of CA Travel Industry Jobs 20.3%

All figures based on 1999 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates. Regional figures based on the percentage of each county located within the tourism region, i.e., if 70% of a county is within the region, 70% of the travel volume of that county is credited to the region. These figures supercede those previously published.

Average expenditures per person per day (1999) (less transportation)

	Total	Business	Leisure
San Francisco	\$124.80	\$141.60	\$115.10
Santa Clara County	\$79.90	\$117.20	\$55.40
Alameda County	\$62.90	\$92.90	\$49.20
Solano County	\$64.70	\$71.30	\$64.20

Source: D.K. Shifflet & Associates, 2000

Domestic Visitor Profile, Avg. 1997-1999

	CA Leisure Travel to San Francisco County	CA Leisure Travel to Alameda County
Avg. Length of stay (all trips)	1.5 nights	1.1 nights
Avg. Length of overnight stay	3.3 nights	2.9 nights
Avg. party size	2.4 persons	2.3 persons
% Traveling with children	20%	26%
% age 55+	21%	25%
Mean Household Income	\$60,900	\$54,000
Used rental car	11%	5%

Source: D.K. Shifflet & Associates, 2000

Lodging Statistics

Location	Avg. Occupancy Rate, 2000	Percent change 1999:2000	Avg. Daily Room Rate 2000	Percent change 1999:2000	# Hotels Surveyed	# Rooms in Surveyed Hotels
Oakland	78.2%	7.0%	\$94.64	11.0%	171	20,294
San Francisco/ San Mateo	80.9%	4.9%	\$149.56	11.5%	339	47,099
San Jose-Santa Clara	79.4%	8.9%	\$131.70	15.5%	271	26,055
Vallejo-Fairfield-Napa	78.5%	8.3%	\$96.50	5.0%	76	5,478

Source: Smith Travel Research, 2001

Air Arrivals

Domestic

San Francisco
16,212,000

Oakland
5,270,000

San Jose
6,112,700

International

San Francisco
4,036,000

Oakland
62,849

San Jose
153,300

Sources: SFO Bureau of Communications, Oakland Airport Finance Office, San Jose International Airport Finance and Administration Office.

Robert Holmes/CarlTour



Golden Gate Bridge

Regional Population

Population (2000) . . . 6,213,400

Population of Cities (2000)

San Francisco 801,400

Oakland 402,100

Santa Cruz 56,000

Napa 71,400

Theme Parks

- **Santa Cruz Beach Boardwalk, Santa Cruz** 2000 attendance 3,000,000
- **Six Flags Marine World, Vallejo** 2000 attendance 2,100,000
- **Paramount's Great America, Santa Clara** 2000 attendance 1,800,000

National Parks

- **Golden Gate National Recreation Area, 2000 attendance 14,486,000**
- **San Francisco Maritime Museum** 2000 attendance 3,433,066
- **Point Reyes National Seashore** 2000 attendance 2,325,500

State Parks

- **Mt. Tamalpais State Park** Attendance 2,040,515*
- **Seacliff State Beach** Attendance 3,479,347*

*1999/2000 fiscal year.



Central Valley

Bound by the gently rolling hills of the Coast Range to the west and the Sierra foothills to the east, the Central Valley's fertile land provides 25% of the country's table food. The inland fingers of the Delta, and the many rivers, lakes and reservoirs of the valley offer all types of water recreation opportunities. The tourism region includes Glenn, Colusa, Yolo, Yuba, Sutter, San Joaquin, Stanislaus, Merced, and Kings counties; the northwestern portion of Kern County; western portions of Tulare, Madera, and Fresno counties, the northeastern portion of Solano county, and the eastern portion of Contra Costa county.

The California Welcome Center, Merced is a convenient stop for travelers in the Central Valley.

Fresno, Kearny Mansion



Robert Holmes/CalTour

Regional Statistics

Regional Travel Volume (person-trips) . . . 26.01 million
% of CA Total Travel Volume 10.3%

Regional Travel Expenditures (\$M) \$3,138.0
% of CA Total Travel Expenditures 4.5%

Travel Industry Jobs in Region 54,171
% of CA Travel Industry Jobs 5.0%

All figures based on 1999 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates. Regional figures based on the percentage of each county located within the tourism region, i.e., if 70% of a county is within the region, 70% of the travel volume of that county is credited to the region. These figures supercede those previously published.

Average expenditures per person per day (1999) (less transportation)

	Total	Business	Leisure
Kern County	\$50.10	\$70.20	\$44.20
Fresno County	\$48.80	\$60.00	\$46.20
San Joaquin County	\$51.70	\$82.70	\$42.30
Solano County	\$64.70	\$71.30	\$64.70

Source: DK Shifflet and Associates, 2000.

Domestic Visitor Profile, Avg. 1997-1999

	CA Leisure Travel to Fresno County	CA Leisure Travel to San Joaquin County
Avg. Length of stay (all trips)	1.4 nights	1.1 nights
Avg. Length of overnight stay	2.8 nights	2.7 nights
Avg. party size	2.4 persons	2.3 persons
% Traveling with children	32%	35%
% age 55+	26%	27%
Mean Household Income	\$49,800	\$59,700
Used rental car	4%	3%

Source: DK Shifflet and Associates, 2000.

Regional Population

Population (2000) . . . 3,999,200

Population of Cities (2000)

Fresno 420,600

Bakersfield 237,200

Stockton 247,300

Modesto 188,300

State Parks

- **Brannan Island State Recreation Area**
Attendance 134,372*
- **San Luis Reservoir State Recreation Area**
Attendance 756,050*
- **Millerton Lake State Recreation Area**
Attendance 347,981*
- **Fort Tejon State Historic Park**
Attendance 24,981*

*1999/2000 fiscal year.

Lodging Statistics

Location	Avg. Occupancy Rate, 2000	Percent change 1999:2000	Avg. Daily Room Rate 2000	Percent change 1999:2000	# Hotels Surveyed	# Rooms in Surveyed Hotels
Bakersfield	65.5%	4.8%	\$53.77	4.9%	83	7,457
Fresno	59.8%	6.0%	\$54.99	3.6%	77	7,068
Inyo/Kings/Tulare	55.5%	-2.1%	\$59.92	5.6%	64	4,106
Stockton	69.7%	13.1%	\$58.63	7.1%	79	6,042
Vallejo-Napa-Fairfield	78.5%	8.3%	\$96.50	5.0%	76	5,478

Source: Smith Travel Research, 2001

Gold Country

The discovery of gold in the American River at Coloma in 1848 identified California as the land of golden opportunity. Today, the region is a blend of contemporary culture and pioneer beginnings. The Gold Country Region includes all of Sacramento and Sierra counties, western portions of Nevada, Placer, El Dorado, Amador, Calaveras and Tuolumne counties, and eastern Madera county.



Regional Statistics

Regional Travel Volume (person-trips) . . 17.41 million
% of CA Total Travel Volume 6.9%

Regional Travel Expenditures (\$M) \$2,478.9
% of CA Total Travel Expenditures 3.6%

Travel Industry Jobs in Region 44,670
% of CA Travel Industry Jobs 4.1%

All figures based on 1999 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates. Regional figures based on the percentage of each county located within the tourism region, i.e., if 70% of a county is within the region, 70% of the travel volume of that county is credited to the region. These figures supercede those previously published.

Average expenditures per person per day (1999) (less transportation)

	Total	Business	Leisure
Sacramento County	\$66.60	\$83.00	\$55.60

Source: D.K. Shifflet & Associates, 2000

Domestic Visitor Profile, Avg. 1997-1999

	CA Leisure Travel to Sacramento County
Avg.Length of stay (all trips)	1.1 nights
Avg.Length of overnight stay	2.9 nights
Avg.Party size	2.5 persons
% Traveling with children	29%
% age 55+	20%
Mean Household Income	\$54,100
Used rental car	5%

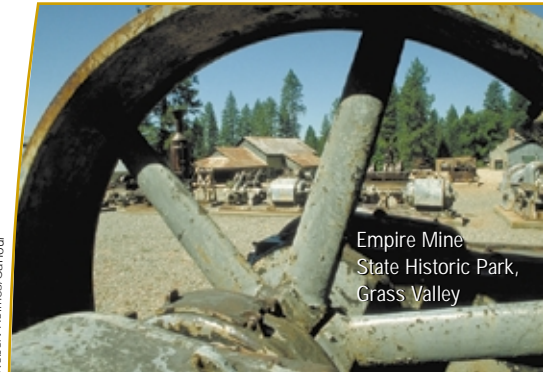
Source: D.K. Shifflet & Associates, 2000

Lodging Statistics

Location	Avg. Occupancy Rate, 2000	Percent change 1999:2000	Avg. Daily Room Rate 2000	Percent change 1999:2000	# Hotels Surveyed	# Rooms in Surveyed Hotels
California North	65.6%	4.5%	\$75.54	7.0%	395	23,800
California North Area	58.0%	1.2%	\$56.95	3.3 %	270	14,300
California North Central	62.8%	9.8%	\$67.69	8.9%	194	13,983
Sacramento	67.2%	9.3%	\$82.56	1.0%	249	22,331

Source: Smith Travel Research, 2001

Robert Holmes/CalTour



Empire Mine State Historic Park, Grass Valley

Regional Population

Population (2000) . . . 1,596,740

Population of Cities (2000)

Sacramento 406,000

Auburn 11,400

Placerville 9,325

State Parks

- **Folsom Lake State Recreation Area**
Attendance 1,662,456*
- **California State Railroad Museum**
Attendance 481,034*
- **Marshall Gold Discovery State Historic Park**
Attendance 335,335*
- **Columbia State Historic Park**
Attendance 351,493*
- **Empire Mine State Historic Park**
Attendance 71,772*

*1999/2000 fiscal year.



High Sierra

The High Sierra is symbolic of the American wilderness. The crystal-clear high country lakes, steaming hot springs, giant sequoias and peaks of the Sierra Nevada are an outdoor enthusiast's dream. The High Sierra Region includes all of Alpine, Mariposa and Mono counties, the eastern portions of Nevada, Placer, El Dorado, Amador, Calaveras, Tuolumne, Madera, Fresno and Tulare counties, the northern portion of Inyo county, and northeastern Kern county.

Regional Statistics

Regional Travel Volume (person-trips) . . 10.79 million
% of CA Total Travel Volume 4.3%

Regional Travel Expenditures (\$M) \$2,385.9
% of CA Total Travel Expenditures 3.4%

Travel Industry Jobs in Region 49,216
% of CA Travel Industry Jobs 4.6%

All figures based on 1999 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shiftlet & Associates. Regional figures based on the percentage of each county located within the tourism region, i.e., if 70% of a county is within the region, 70% of the travel volume of that county is credited to the region. These figures supercede those previously published.



Robert Holmes/CalTour

Emerald Bay, Lake Tahoe

Regional Population

Population (2000) 305,540

Population of Cities (2000)

Truckee 12,900

S. Lake Tahoe 23,000

Bishop 3,440

National Parks

- **Yosemite National Parks**
2000 attendance 3,401,000

- **Sequoia National Park**
2000 attendance 819,900

- **Kings Canyon National Park**
2000 attendance 528,800

State Parks

- **Donner Memorial State Park**
Attendance 173,029*
- **Calaveras Big Trees State Park**
Attendance 169,879*
- **D.L. Bliss State Park**
Attendance 91,569*
- **Emerald Bay State Park**
Attendance 572,032*
- **Sugar Pine Point State Park**
Attendance 82,973*

*1999/2000 fiscal year.

Average expenditures per person per day (1999) (less transportation)

	Total	Business	Leisure
El Dorado County	\$80.80	\$74.70	\$81.90

Source: DK Shiftlet and Associates, 2000.

Domestic Visitor Profile, Avg. 1997-1999

	CA Leisure Travel to El Dorado County
Avg.Length of stay (all trips)	2.2 nights
Avg.Length of overnight stay	3.3 nights
Avg.Party size	3.0 persons
% Traveling with children	29%
% age 55+	17%
Mean Household Income	\$63,600
Used rental car	6%

Source: DK Shiftlet and Associates, 2000.

Lodging Statistics

Location	Avg. Occupancy Rate, 2000	Percent change 1999:2000	Avg. Daily Room Rate 2000	Percent change 1999:2000	# Hotels Surveyed	# Rooms in Surveyed Hotels
California North	65.6%	4.5%	\$75.54	7.0%	395	23,800
California North Area	58.0%	1.2%	\$56.95	3.3 %	270	14,300

Source: Smith Travel Research, 2001

Central Coast

The Central Coast is serene missions, bucolic agricultural communities, and the dramatic meeting of ocean and land. Sometimes called the Middle Kingdom, the region is located between the San Francisco Bay Area and Southern California. It includes Ventura, Santa Barbara, San Luis Obispo, Monterey and San Benito counties, and the southern portion of Santa Clara County.



Regional Statistics

Regional Travel Volume (person-trips) . . 31.40 million
% of CA Total Travel Volume 12.4%

Regional Travel Expenditures (\$M) \$5,440.4
% of CA Total Travel Expenditures 7.8%

Travel Industry Jobs in Region 101,654
% of CA Travel Industry Jobs 9.4%

All figures based on 1999 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shiftlet & Associates. Regional figures based on the percentage of each county located within the tourism region, i.e., if 70% of a county is within the region, 70% of the travel volume of that county is credited to the region. These figures supercede those previously published.

Average expenditures per person per day (1999) (less transportation)

	Total	Business	Leisure
Santa Barbara County	\$77.50	\$81.40	\$76.60
Monterey County	\$96.80	\$124.80	\$86.70
San Luis Obispo County	\$86.10	\$93.10	\$85.10
Ventura County	\$55.10	\$62.80	\$53.00

Source: DK Shiftlet and Associates, 2000.

Domestic Visitor Profile, Avg. 1997-1999

	CA Leisure Travel to Monterey County	CA Leisure Travel to San Luis Obispo County
Avg. Length of stay (all trips)	1.4 nights	1.6 nights
Avg. Length of overnight stay	2.6 nights	2.4 nights
Avg. party size	2.5 persons	2.7 persons
% Traveling with children	26%	28%
% age 55+	19%	22%
Mean Household Income	\$60,400	\$57,800
Used rental car	7%	4%

Source: DK Shiftlet and Associates, 2000.

Lodging Statistics

Location	Avg. Occupancy Rate, 2000	Percent change 1999:2000	Avg. Daily Room Rate 2000	Percent change 1999:2000	# Hotels Surveyed	# Rooms in Surveyed Hotels
Oxnard-Ventura	69.9%	3.6%	\$73.09	8.4%	64	6,552
Salinas/Monterey	71.1%	0.0%	\$120.86	10.9%	169	10,678
San Luis Obispo	68.0%	3.8%	\$77.20	5.1%	110	6,609
Santa Barbara/Santa Maria	70.7%	4.4%	\$106.55	7.8%	111	8,328

Hearst Castle, Neptune Pool

Robert Holmes/CalTour

Regional Population

Population (2000) . . . 1,947,250

Population of Cities (2000)

Monterey 33,350

San Luis Obispo 43,050

Santa Barbara 92,800

Oxnard 160,300

Attractions

- Monterey Bay Aquarium, Monterey
2000 attendance 1,830,076

National Parks

- Channel Islands National Park
2000 attendance 482,571

State Parks

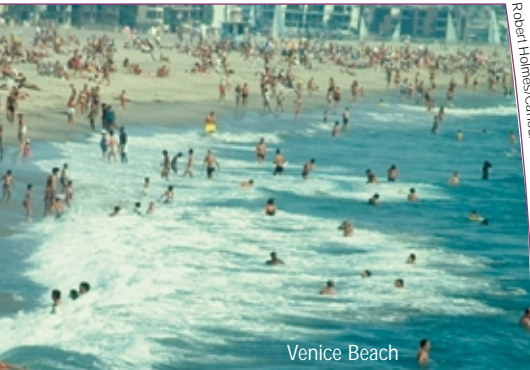
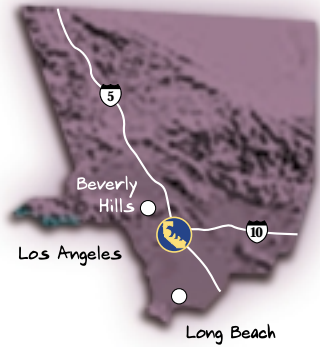
- Salinas River State Beach
Attendance 225,621*
- Monterey State Historic Park
Attendance 601,706*
- Point Lobos State Reserve
Attendance 274,224*
- Hearst Castle
Attendance 800,829*
- Pfeiffer Big Sur State Park
Attendance 339,445*

*1999/2000 fiscal year.

Los Angeles County

Movie making and the glamour of the Silver Screen fascinate the world, but Los Angeles County is much more. The region encompasses high desert, chaparral covered hillsides, sparkling beaches, snowy peaks and a sprawling metropolis. The 4,000 square mile county is considered a separate tourism region.

The California Welcome Center, Los Angeles is located in the Beverly Center.



Robert Holmes/CalTour

Regional Population

Population (2000) . . . 9,884,300

Population of Cities (2000)

Los Angeles 3,823,000

Long Beach 457,600

Beverly Hills 35,100

Theme/Amusement Parks

- **Universal Studios, Hollywood**
2000 attendance 5,200,000
- **Six Flags Magic Mountain, Valencia**
2000 attendance 3,300,000

National Parks

- **Santa Monica Mountains National Recreation Area**
2000 attendance 470,600

State Parks

- **Santa Monica State Beach**
Attendance 9,723,399*
- **Dockweiler State Beach**
Attendance 3,252,916*

*1999/2000 fiscal year.

Regional Statistics

Regional Travel Volume (person-trips) . . . 42.60 million

% of CA Total Travel Volume 16.8%

Regional Travel Expenditures (\$M) \$15,261.0

% of CA Total Travel Expenditures 21.9%

Travel Industry Jobs in Region 193,250

% of CA Travel Industry Jobs 17.9%

All figures based on 1999 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates. Regional figures based on the percentage of each county located within the tourism region, i.e., if 70% of a county is within the region, 70% of the travel volume of that county is credited to the region. These figures supercede those previously published.

Average expenditures per person per day (1999) (less transportation)

	Total	Business	Leisure
Los Angeles County	\$82.70	\$93.90	\$76.50

Source: DK Shifflet and Associates, 2000.

Domestic Visitor Profile, Avg. 1997-1999

	CA Leisure Travel to Los Angeles County
Avg.Length of stay (all trips)	1.5 nights
Avg.Length of overnight stay	3.4 nights
Avg.Party size	2.5 persons
% Traveling with children	32%
% age 55+	21%
Mean Household Income	\$57,500
Used rental car	8%

Source: DK Shifflet and Associates, 2000.

Air Arrivals

Domestic

25,868,000

International

8,123,000

Source: City of Los Angeles Department of Airports

Lodging Statistics

Location	Avg. Occupancy Rate, 2000	Percent change 1999:2000	Avg. Daily Room Rate 2000	Percent change 1999:2000	# Hotels Surveyed	# Rooms in Surveyed Hotels
Los Angeles – Long Beach	72.7%	5.5%	\$97.95	6.4%	679	82,300
California South/Central	61.1%	3.7%	\$55.46	4.5%	224	18,623

Source: Smith Travel Research, 2001

Orange County

Walt Disney opened Disneyland in 1955 and pastoral Orange County was changed forever. The economic boom that followed brought luxury resorts, professional sports, shopping centers and recreation opportunities of all types. The County of Orange is considered a separate tourism region.



Regional Statistics

Regional Travel Volume (person-trips) . . 20.10 million

% of CA Total Travel Volume 7.9%

Regional Travel Expenditures (\$M) \$5,377.0

% of CA Total Travel Expenditures 7.7%

Travel Industry Jobs in Region 90,170

% of CA Travel Industry Jobs 8.3%

All figures based on 1999 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shiftlet & Associates. Regional figures based on the percentage of each county located within the tourism region, i.e., if 70% of a county is within the region, 70% of the travel volume of that county is credited to the region. These figures supercede those previously published.

Average expenditures per person per day (1999) (less transportation)

	Total	Business	Leisure
Orange County	\$88.30	\$97.90	\$85.10

Source: DK Shiftlet and Associates, 2000.

Domestic Visitor Profile, Avg. 1997-1999

	CA Leisure Travel to Orange County
Avg.Length of stay (all trips)	1.2 nights
Avg.Length of overnight stay	2.9 nights
Avg.Party size	2.9 persons
% Traveling with children	42%
% age 55+	16%
Mean Household Income	\$56,800
Used rental car	6%

Source: DK Shiftlet and Associates, 2000.

Lodging Statistics

Location	Avg. Occupancy Rate, 2000	Percent change 1999:2000	Avg. Daily Room Rate 2000	Percent change 1999:2000	# Hotels Surveyed	# Rooms in Surveyed Hotels
Anaheim-Santa Ana	70.4%	7.0%	\$85.85	5.6%	360	45,494
California South Central	61.1%	3.7%	\$55.46	4.5%	224	18,623

Source: Smith Travel Research, 2001



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Regional Population

Population (2000) . . . 2,828,400

Population of Cities (2000)

Anaheim 310,700

Santa Ana 317,700

Costa Mesa 106,600

Theme/Amusement Parks

- **Disneyland, Anaheim**
2000 attendance 13,900,000
- **Knott's Berry Farm, Buena Park**
2000 attendance 3,456,000

State Parks

- **Bolsa Chica State Beach**
Attendance 2,588,587*
- **Huntington State Beach**
Attendance 2,155,879*
- **Crystal Cove State Park**
Attendance 356,645*
- **Doheny State Beach**
Attendance 896,006*
- **San Clemente State Beach**
Attendance 277,997*

*1999/2000 fiscal year.

San Diego County



San Diego reflects the blend of cultures and geography that evolved into the California of today. The mission, the beaches, the city, the valley and the nearby mountains treat visitors to a glimpse of the old, the new, and the beautiful. A short drive takes you from the beach to wooded mountains where snow dusts the peaks in the winter. All of San Diego County except for Borrego Springs and Anza-Borrego State Park is included in the San Diego County Region.

A California Welcome Center is located in Oceanside.

La Jolla Cove



Robert Holmes/Caltour

Regional Population

Population (2000) . . . 2,901,500
 Population of Cities (2000)
 San Diego 1,277,200
 Carlsbad 82,000
 Oceanside 160,800

Theme/Amusement Parks

- SeaWorld, San Diego
 2000 attendance 3,600,000
- Legoland, Carlsbad
 2000 attendance 1,450,000

National Parks

- Cabrillo National Monument
 2000 attendance 1,136,400

State Parks

- Old Town San Diego State Historic Park
 Attendance 9,068,971*
- San Onofre State Beach
 Attendance 1,217,841*
- Carlsbad State Beach
 Attendance 1,162,149*
- Cardiff State Beach
 Attendance 1,453,953*
- Silver Strand State Beach
 Attendance 468,917*

*1999/2000 fiscal year.

Regional Statistics

Regional Travel Volume (person-trips) . . . 32.3 million
 % of CA Total Travel Volume 12.7%

Regional Travel Expenditures (\$M) \$8,085.0
 % of CA Total Travel Expenditures 11.6%

Travel Industry Jobs in Region 136,880
 % of CA Travel Industry Jobs 12.7%

All figures based on 1999 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates. Regional figures based on the percentage of each county located within the tourism region, i.e., if 70% of a county is within the region, 70% of the travel volume of that county is credited to the region. These figures supercede those previously published.

Average expenditures per person per day (1999) (less transportation)

	Total	Business	Leisure
San Diego County	\$88.60	\$121.10	\$75.70

Source: DK Shifflet and Associates, 2000.

Domestic Visitor Profile, Avg. 1997-1999

	CA Leisure Travel to San Diego County
Avg.Length of stay (all trips)	1.5 nights
Avg.Length of overnight stay	3.3 nights
Avg.Party size	2.6 persons
% Traveling with children	33%
% age 55+	23%
Mean Household Income	\$59,700
Used rental car	7%

Source: DK Shifflet and Associates, 2000.

Air Arrivals Domestic

7,766,000

International

137,524

Source: San Diego Unified Port District Airport Operations Department.

Lodging Statistics

Location	Avg. Occupancy Rate, 2000	Percent change 1999:2000	Avg. Daily Room Rate 2000	Percent change 1999:2000	# Hotels Surveyed	# Rooms in Surveyed Hotels
San Diego	73.8%	2.1%	\$109.18	5.5%	414	49,353
California South/Central	61.1%	3.7%	\$55.46	4.5%	224	18,623

Source: Smith Travel Research, 2001

Deserts

California's deserts are full of contrasts. Side by side with golf courses, tennis courts and luxury resorts are colorful geological formations, fan-palm oases, riparian wetlands, spring wildflowers, high rugged peaks and saltwater lakes. The Desert Region includes all of Imperial County, and the eastern portions of San Bernardino, Riverside, San Diego, Kern and Inyo counties.

The California Welcome Center, Barstow, provides travelers with information as they enter California through the desert. A new California Welcome Center will open in Yucca Valley in September 2001.



Regional Statistics

Regional Travel Volume (person-trips) . . 14.37 million
% of CA Total Travel Volume 5.7%

Regional Travel Expenditures (\$M) \$3,672.9
% of CA Total Travel Expenditures 5.3%

Travel Industry Jobs in Region 71,476
% of CA Travel Industry Jobs 6.6%

All figures based on 1999 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates. Regional figures based on the percentage of each county located within the tourism region, i.e., if 70% of a county is within the region, 70% of the travel volume of that county is credited to the region. These figures supercede those previously published.

Average expenditures per person per day (1999) (less transportation)

	Total	Business	Leisure
Riverside County	\$77.20	\$88.00	\$73.50
San Bernardino County	\$67.00	\$79.90	\$62.90

Source: DK Shifflet and Associates, 2000.

Domestic Visitor Profile, Avg. 1997-1999

	CA Leisure Travel to San Bernardino County	CA Leisure Travel to Riverside County
Avg. Length of stay (all trips)	1.1 nights	1.6 nights
Avg. Length of overnight stay	2.8 nights	3.3 nights
Avg. party size	2.6 persons	2.5 persons
% Traveling with children	34%	26%
% age 55+	18%	28%
Mean Household Income	\$54,100	\$58,400
Used rental car	5%	5%

Source: DK Shifflet and Associates, 2000.

Lodging Statistics

Location	Avg. Occupancy Rate, 2000	Percent change 1999:2000	Avg. Daily Room Rate 2000	Percent change 1999:2000	# Hotels Surveyed	# Rooms in Surveyed Hotels
Palm Springs	62.7%	0.3%	\$119.58	3.5%	114	13,717
California South/Central	61.1%	3.7%	\$55.46	4.5%	224	18,623

Source: Smith Travel Research, 2001

Anza-Borrego Desert State Park



Robert Holmes/CalTour

Regional Population

Population (2000) . . . 1,610,125
Population of Cities (2000)
Barstow 23,300
Palm Springs 43,500

National Parks

- **Joshua Tree National Park**
2000 attendance 1,234,000
- **Death Valley National Park**
2000 attendance 1,179,094

State Parks

- **Red Rock Canyon State Park**
Attendance 120,692*
- **Providence Mountains State Park**
Attendance 3,673*
- **Salton Sea State Recreation Area**
Attendance 235,570*
- **Anza-Borrego Desert State Park**
Attendance 426,007*

*1999/2000 fiscal year.

Inland Empire

The visitor to the Inland Empire finds a world of surprises: nearby ski resorts, lush vineyards, a mission-style inn, orchards, and hot-air balloon festivals. The Region encompasses the western portions of Riverside and San Bernardino Counties, including the communities of Riverside, San Bernardino, Temecula, Hemet, Big Bear, Lake Arrowhead, San Jacinto and Victorville.



Lake Arrowhead Village

Robert Holmes/CalTour

Regional Statistics

Regional Travel Volume (person-trips) . . . 13.85 million
% of CA Total Travel Volume 5.5%

Regional Travel Expenditures (\$M) \$3,449.1
% of CA Total Travel Expenditures 4.9%

Travel Industry Jobs in Region 67,159
% of CA Travel Industry Jobs 6.2%

All figures based on 1999 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates. Regional figures based on the percentage of each county located within the tourism region, i.e., if 70% of a county is within the region, 70% of the travel volume of that county is credited to the region. These figures supercede those previously published.

Average expenditures per person per day (1999) (less transportation)

	Total	Business	Leisure
Riverside County	\$77.20	\$88.00	\$73.50
San Bernardino County	\$67.00	\$79.90	\$62.90

Source: DK Shifflet and Associates, 2000.

Domestic Visitor Profile, Avg. 1997-1999

	CA Leisure Travel to San Bernardino County	CA Leisure Travel to Riverside County
Avg.Length of stay (all trips)	1.1 nights	1.6 nights
Avg.Length of overnight stay	2.8 nights	3.3 nights
Avg. party size	2.6 persons	2.5 persons
% Traveling with children	34%	26%
% age 55+	18%	28%
Mean Household Income	\$54,100	\$58,400
Used rental car	5%	5%

Source: DK Shifflet and Associates, 2000.

Regional Population

Population (2000) . . . 1,761,375

Population of Cities (2000)

Riverside 259,700

San Bernardino 186,400

State Parks

- **Lake Perris State Recreation Area**
Attendance 1,132,637*
- **Silverwood Lake State Recreation Area**
Attendance 368,895*
- **Mount San Jacinto State Park**
Attendance 367,715*

*1999/2000 fiscal year.

Lodging Statistics

Location	Avg. Occupancy Rate, 2000	Percent change 1999:2000	Avg. Daily Room Rate 2000	Percent change 1999:2000	# Hotels Surveyed	# Rooms in Surveyed Hotels
Riverside/San Bernardino	63.6%	4.1%	\$60.66	5.7%	258	19,098
California South/Central	61.1%	3.7%	\$55.46	4.5%	224	18,623

Source: Smith Travel Research, 2001

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